

Message Text

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47

ACTION EUR-12

INFO OCT-01 ISO-00 NEA-10 AF-08 EB-07 CIAE-00 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 AGR-10

/078 W

----- 117581

R 131400Z AUG 76

FM AMEMBASSY ATHENS

TO AMEMBASSY BELGRADE

AMEMBASSY BUCHAREST

AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY SOFIA

AMEMBASSY TEHRAN

INFO AMCONSUL ALEXANDRIA

AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

USINT BAGHDAD

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMCONSUL JERUSALEM

AMEMBASSY KHARTOUM

AMEMBASSY MANAMA

AMCONSUL MILAN

AMEMBASSY ROME

AMEMBASSY SANA

AMEMBASSY TEL AVIV

AMCONSUL THESSALONIKI

SECSTATE WASHDC 6177

USDOC WASHDC

UNCLAS SECTION 1 OF 2 ATHENS 8364

E.O. 11652: N/A

TAGS: BEXP, GR

SUBJECT: COMMERCIAL PRESENCE FAIR, THESSALONIKI FY 76

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1. GENERAL DESCRIPTION: FOR SEVENTH CONSECUTIVE YEAR, EMBASSY

ATHENS, IN COOPERATION WITH USDOC AND CONGEN THESSALONIKI, WILL SPONSOR EXHIBITION OF U.S. PRODUCTS AND SERVICES AT THESSALONIKI INTERNATIONAL FAIR SCHEDULED FROM SEPTEMBER 5-19. EXPANDED BICENTENNIAL PAVILION WILL INCLUDE SIGNIFICANT NUMBER OF REGIONAL U.S. FIRMS, EXCLUDED UNDER GREEK LAW 89 FROM LOCAL MARKET, WHO ARE PRIMARILY INTERESTED IN ATTENDANCE BY REGIONAL AND SPECIFICALLY MIDDLE EAST CLIENTS. PARTICIPATION BY THESE EXHIBITORS REFLECTS GROWING ROLE OF GREECE AS REGIONAL COMMERCIAL CENTER AND PRESENCE HERE OF APPROX 150 U.S. FIRMS WITH MIDDLE EAST REGIONAL RESPONSIBILITY. U.S. EXHIBITION WILL CONSIST OF 1,300 SQUARE METER INDOOR AND ADJACENT 800 METER OUTDOOR AREA LOCATED AT CENTER OF FAIRGROUNDS. THE INDOOR PAVILION WITH 56 EXHIBITORS WILL BE DIVIDED INTO FIVE SUBSECTIONS ORGANIZED AROUND FOLLOWING PRODUCT THEMES: (1) COMPUTERS AND COMPUTER TECHNOLOGY, (2) AGRICULTURE AND AGRICULTURAL EQUIPMENT, (3) AUTOMOBILES AND AUTOMOTIVE ACCESSORIES, (4) INDUSTRIAL AND RESIDENTIAL AIR CONDITIONING, AND (5) AIRCRAFT AND AVIATION. OTHER HIGHLIGHTS OF THE PAVILION WILL INCLUDE LARGE EASTMAN KODAK MULTIMEDIA PROJECTION ROOM FEATURING LATEST FILM AND CAMERA TECHNOLOGY, USIS FEATURE EXHIBIT ON 200 YEARS OF U.S. TECHNOLOGY, JOINT U.S. DEPARTMENT OF AGRICULTURE/FEED GRAINS COUNCIL PROMOTION OFFICE, AND EXHIBITOR LOUNGE AND BUSINESS DEVELOPMENT AREA. LATTER OFFICE WILL DEMONSTRATE VSMF MICROFILM READER/PRINTER PROVIDING ACCESS TO 2.5 MILLION PAGES OF TECHNICAL SPECIFICATIONS AND PRICES ON ONE MILLION U.S. EXPORT PRODUCTS IN INDUSTRIAL, CONSTRUCTION AND ENGINEERING SECTORS. OUTDOOR AREA WILL EMPHASIZE AGRICULTURAL AND CONSTRUCTION MACHINERY, GENERATING EQUIPMENT, TRUCKS, AND PASSENGER AND CROP SPRAYING AIRCRAFT. THE FAIR HOURS OF OPERATION WILL BE 0900 TO 1300 HOURS AND 1700 TO 2200 HOURS DAILY. THERE WILL BE 25 INTERNATIONAL PAVILIONS AND ABOUT 800 GREEK EXHIBITORS

2. COMPANIES PARTICIPATING AND PRODUCTS:

A. INSIDE:

APPLIED DIGITAL DATA SYSTEMS - COMPUTER TERMINALS
HEWLETT PACKARD - CALCULATORS (DESK TOP AND PKET), COMPUTERS,
ANALYTICAL AND MEDICAL INSTRUMENTS
WANG - MINI-COMPUTERS AND COMPUTER TERMINALS
UNIVAC - COMPUTER SYSTEMS AND TERMINALS
MCDONNELL DOUGLAS-AIRCRAFT AND AVIATION SYSTEMS
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BOEING - JET FOILS
NORTHROP - ELECTRO-OPTICAL SYSTEMS, AERIAL TARGETS, SURVEILLANCE
DRONES, GUIDED SYSTEMS
LOCKHEED AIRCRAFTSERVICE COMPANY - AEROSPACE SUPPORT FACILITY
KELVINATOR - REFRIGERATION AND APPLIANCES
EMERSON - HOUSEHOLD AIR CONDITIONING
AERONIX - PACKAGED HEATING AND AIR CONDITIONING UNITS, CENTRAL
HEATING, PRE-HEAT UNITS, BASEBOARD HEATING ELEMENTS,

DOOR HEATERS

CARRIER - ROOM A/C UNITS, CONDENSING UNITS, FAN COIL UNITS.

AMANA - REFRIGERATORS, ROOM AIR CONDITIONERS, MICROWAVE

OVENS, DEHUMIDIFIERS

HARLEY DAVIDSON - POLICE AND RECREATIONAL MOTOR CYCLES

GOODYEAR - TIRES

VALVOLINE - MOTOR OILS

MOBIL - AUTOMOTIVE LUBRICANTS

AMERICAN MOTORS - AUTOMOBILES

JEEP - FOUR-WHEEL DRIVE VEHICLES

ARCHER DANIELS MIDLAND COMPANY - SOYA FLOUR

U.S. FEED GRAINS COUNCIL - LIVESTOCK FEEDS

U.S. DEPARTMENT OF AGRICULTURE - BUSINESS PROMOTION OFFICE

STATE OF MISSISSIPPI - TRADE PROMOTION OFFICE

LIGGETT AND MYERS TOBACCO CO. - CIGARETTES

UNION CARBIDE CORPORATION - GROCHEMICALS, INDUSTRIAL

RAW MATERIALS, BATTERIES, FLASHLIGHTS

BRISTOL - PHARMACEUTICALS

ESSEX - PHARMACEUTICALS

SMITH, KLEIN AND FRENCH - PHARMACEUTICALS

SQUIBB - PHARMACEUTICALS

UPJOHN - PHARMACEUTICALS

APCO INDUSTRIES - PLASTIC PRODUCTS

DINER'S CLUB - CREDIT CARD SERVICES AND STATISTICS

CLAYTON MANUFACTURING COMPANY - STEAM GENERATORS

ADDRESSOGRAPH-MULTIGRAPH - DIRECT PHOTOTYPESETTING

AMERICAN EXPORT LINES - SHIPPING SERVICES

DART INDUSTRIES - PLASTIC "TUPPERWARE" HOUSEHOLD CONTAINERS

AMERICAN STANDARD - VITREOUS CHINA LAVATORIES, TOILET COMBINATIONS,

BIDETS, REFACTORY BRICKS

POLAROID CORPORATION - AMATEUR AND INDUSTRIAL INSTANT

PHOTOCAMERAS, POLAROID SUNGLASSES

EASTMAN KODAK - PHOTOGRAPHIC AND CAMERA SYSTEMS

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JOHN DEERE EXPORT CO - CONSTRUCTION MACHINERY

IONICS, INC - DESALINATION SYSTEMS AND MODEL WATER

PURIFICATION PLANT

KUBISCH

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INFO OCT-01 ISO-00 NEA-10 AF-08 EB-07 CIAE-00 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 AGR-10

/078 W

----- 117811

R 131400Z AUG 76

FM AMEMBASSY ATHENS

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AMEMBASSY KHARTOUM

AMEMBASSY MANAMA

AMCONSUL MILAN

AMEMBASSY ROME

AMEMBASSY SANA

AMEMBASSY TEL AVIV

AMCONSUL THESSALONIKI

SECSTATE WASHDC 6178

USDOC WASHDC

UNCLAS SECTION 2 OF 2 ATHENS 8364

OWENS CORNING FIBERGLAS - BATHTUBS AND SHOWER UNITS, LARGE

DIAMETER PIPE, BLOCK-BOND, BUILDING INSULATION

NIAGARA THERAPY INC - CYCLOMASSAGE SYSTEMS

NATIONAL DISTILLERS PRODUCTS CO - SPIRITS

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SEAGRAM OVERSEAS SALES COMPANY - SPIRITS

HEUBLEIN INTERNATIONAL - SPIRITS

BROWN FOREMAN AND JACK DANIELS INTERNATIONAL CO - SPIRITS

PARSONS AND WHITTEMORE - WRITING AND PRINTING PAPER

WESTINGHOUSE - AEROSPACE SUPPORT SERVICES

DOW CHEMICAL - CHEMICAL PRODUCTS
BTE SYLFANIA - POWER AND ELECTRICAL SYSTEMS
DELMONTE CORPORATION - FOOD AND VEGETABLE CANNING SYSTEMS AND
PRODUCTS
REED TOOL CO - CONSTRUCTION EQUIPMENT
WORTHINGTON - PUMPS, CONSTRUCTION EQUIPMENT
DRESSER - BOYLES DIV - DRILLING EQUIPMENT

B. OUTDOOR:

CATERPILLAR TRACTOR CO - EARTH MOVING AND ROAD MAKING
MACHINERY, FORKLIFT TRUCKS, MARINE ENGINES, GENERATOR SETS
CESSNA AIRCRAFT CO - PASSENGER AND CROP SPRAYING AIRPLANES
FORD - TRUCKS AND TRACTORS
GOODYEAR - TIRES
INTERNATIONAL HARVESTER - FIRE FIGHTING TRUCKS AND EQUIPMENT
WHITE CO - HEAVY TRUCKS

3. ACTION REQUESTED: EMBASSY WOULD APPRECIATE POSTS'
ASSISTANCE IN ENCOURAGING ATTENDANCE AT U.S. PAVILION AND
EXTENDING INVITATIONS TO POTENTIAL CUSTOMERS AND VISITORS
FROM YOUR COUNTRY. PLEASE ADVISE EMBASSY OF GROUPS OR
IMPORTANT INDIVIDUAL VISITORS AND WE WILL ARRANGE APPROPRIATE
COURTESIES AT PAAVILION, INCLUSION IN SCHEDULED AMERICAN DAY
RECEPTION SEPTEMBER 7, AND ARABIC INTERPRETATION IF NECESSARY
PROSPECTIVE VISITORS MAY ALSO CONTACT COMATT AT TELEX
21-5548 OR CONGEN THESSALONIKI AT TELEX 041285
KUBISCH

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Message Attributes

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Disposition Event:
Disposition History: n/a
Disposition Reason:
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To: BELGRADE
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